

# HUGE EMPIRE STATE OPENS THIS WEEK

**Former Governor Smith Says  
Time Is Justifying Location  
and Size of Building.**

**CONFIDENT IT WILL PAY**

**Laughs at Mooring Mast Jokes In  
Adding That Edifice Can Stand  
All Kinds of Hot Air.**

Next Friday will mark the official opening of the Empire State Building, with its eighty-five stories rising 1,248 feet above Fifth Avenue, between Thirty-third and Thirty-fourth Streets.

"It is a trite statement to make at the present time," said former Governor Alfred E. Smith yesterday, "that the Empire State Building was not erected for the sake of mere bigness, even though its dimensions equal the total of a dozen ordinarily large sized office structures, but because the logic of events pointed to the region from Fortieth Street to Madison Square and from Broadway to Park Avenue as the compelling new office building zone. A large percentage of the space in many new office buildings within this area is rented.

"It is incontrovertible that Fifth Avenue and Thirty-fourth Street typifies the point of great concentration in the trend southward of office population.

**Laughs at Mooring Mast Jokes.**

"We have enjoyed the quips and jokes about the Empire State mooring masts, on the same principle as the individual in high public office enjoys the slings and arrows embodied in cartoons of him. It is all in a lifetime. Empire State was built to stand all kinds of wind pressure as well as hot air. We of the management feel flattered to know that Empire State has attracted the attention of the universe.

"We are selling space in Empire State, however, not on what the press has said about it in its humorous but kindly way, but because the building stands as the great apex of office occupancy; as a structure so high that its sheer personality brings an influx of office population to a district that was changing to an office status, although in a slower degree than if Empire State had not been built.

"Back in the era before that of the Waldorf-Astoria, William Waldorf Astor and his cousin John Jacob Astor resided in old and stately mansions on the Fifth Avenue frontage of the site. The neighborhood was beginning to change to hotels and business.

"The Astors were visualizing the Waldorf-Astoria, but they were cautious. Finally the late Abner Bartlett, their counsel for many years, a man of keen judgment and force of character, who had never misadvised the Astors, was consulted.

"After long deliberation, Bartlett said to the Astors one morning: 'I think we will build that hotel.' And William Waldorf Astor said: 'It will never pay.' Bartlett, whose mind was made up, retorted, 'Oh, yes, it will pay. I have thought the thing all out and I am now in a position to say that it will pay.'

**Says Empire State Will Pay.**

"The Waldorf-Astoria was built and it paid handsomely because the trend of fine hotels was in that direction and because the Waldorf-Astoria was the outstanding building of its kind.

"Since then, there has been a northward movement of hotels and of large retail trade establishments and a swing southward of the office building trend:

"Thirty-fourth Street is the midway thoroughfare of the region between Madison Square and Forty-second Street. As the Waldorf-Astoria emphasized a great trade and hotel centre, so, now, under the changed condition does Empire State emphasize the growing prestige of the region along office lines."